



Guiding Principles Community Workshop

Campo Road Corridor Revitalization Plan

Guiding Principles,
Conceptual Applications
and Recommendations

October 15, 2020



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INTERNATIONAL

urban
design
studio

LOGISTICS



Type questions in the Q&A Box at any time during the presentation. Referencing a slide will help.

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por favor marque este numero:
571-209-6390

Access Code:
990 083 680

AGENDA

1. Project Purpose, Schedule & Process
2. Project History and Community Input
3. Draft Vision Statement
4. Draft Guiding Principles & Conceptual Applications
5. Q&A
6. Next Steps



GUIDING PRINCIPLES COMMUNITY WORKSHOP

PURPOSE

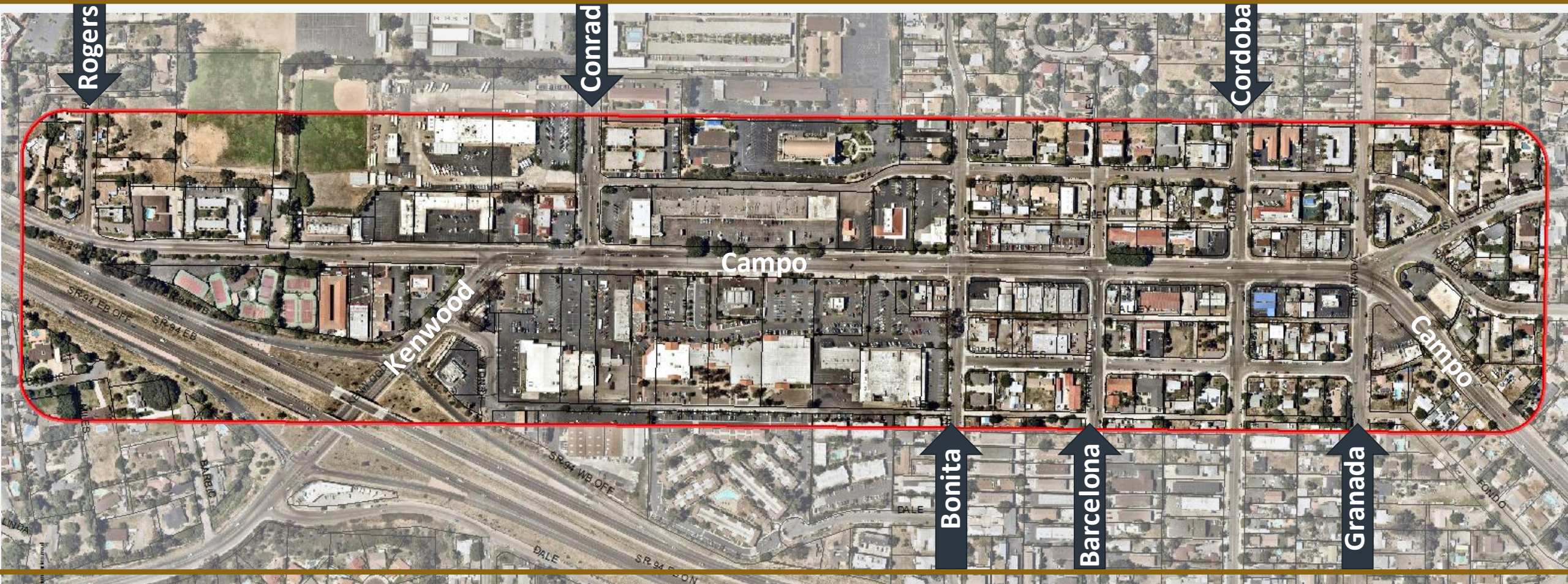
- Brief overview and basis for the draft principles
- Discuss draft guiding principles and conceptual applications
- Collect input to develop alternatives and visual preference survey



PROJECT PURPOSE AND SCHEDULE



PROJECT STUDY AREA & PURPOSE



- Achieve Revitalization of the Campo Road Corridor
 - Clear vision, policies, goals and objectives
 - Development standards that permit and encourage desired growth
 - Implementation plan







**WHO'S "IN
THE ROOM?"**

**1. Which of the following best
describes **you**?**

- A. I live in Casa de Oro
- B. I work in Casa de Oro
- C. I own property in Casa de Oro
- D. Other



**WHO'S "IN
THE ROOM?"**

**2. Have you participated in the
Campo Road Corridor
Revitalization Plan process so
far?**

- A. Yes
- B. No
- C. Not Sure

COMMUNITY VISION



BUILDING THE VISION & GUIDING PRINCIPLES



PHASE 1: Corridor Assessment and Recommendations

1. Walk Audit
2. Interviews
3. Community Workshop
4. Planning and Financing Tools

SANDAG Smart Growth Incentive Grant

1. Compact, Mixed-Use, Walkable, and Transit-Oriented
2. Create Opportunities for Housing

PHASE 2: Existing Conditions Analysis

1. Market Analysis
2. Traffic and Parking Analysis
3. Infrastructure and Governmental Constraints
4. **Visioning**

Specific Plan Community Outreach

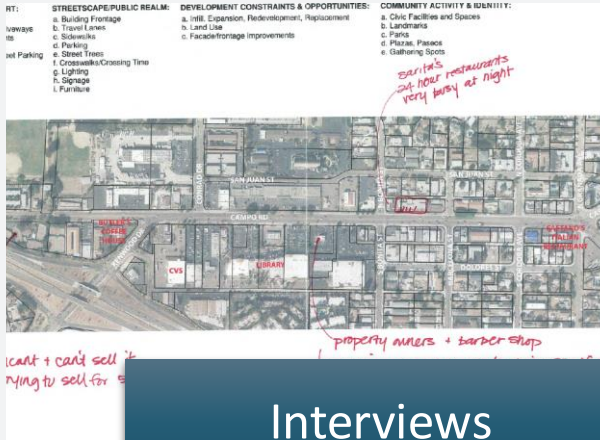
Community input has been included and considered at each step of the process.

COMMUNITY ENGAGEMENT



Walk Audit

Phase 1



Interviews

Phase 1



Community Workshop

Phase 1



Fall Festival

Phase 2



Spring Valley Academy

Phase 2

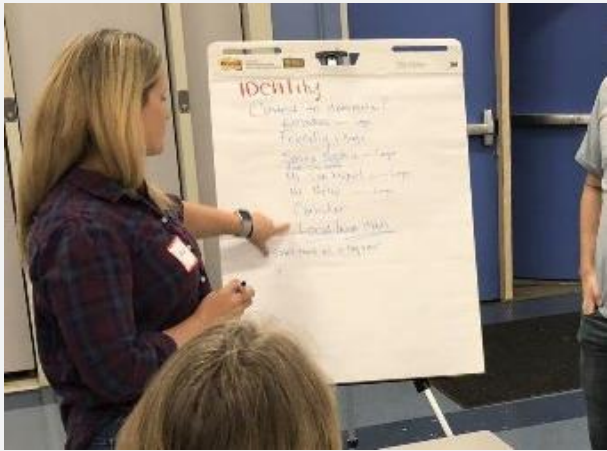
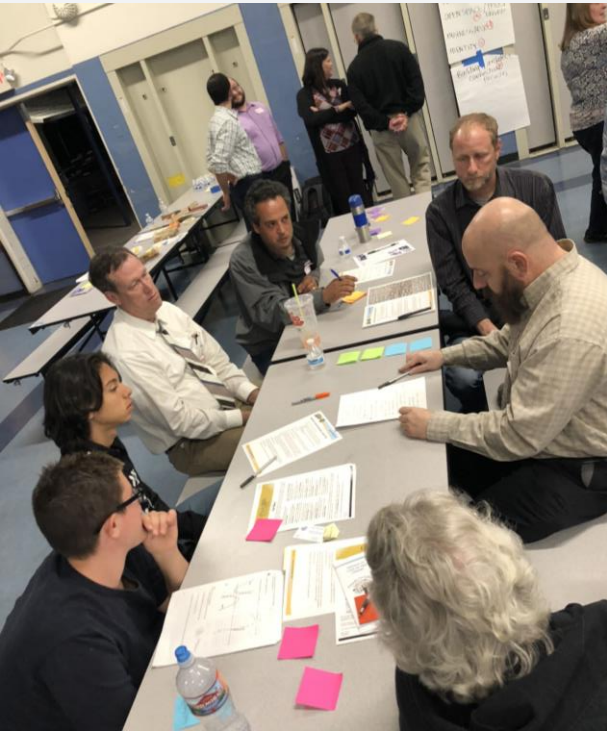


Visioning Workshop

Phase 2



COMMUNITY VISIONING



Which Images Represent YOUR VISION for Casa de Oro?

Place a dot under the pictures of the kind of **ACTIVITIES AND LAND USES** you want to see!

Don't see anything you like? What would you suggest?



**TREES &
LANDSCAPING**

**Parks, plazas,
& open space**

Library

**Attractive
Buildings**

**INTEGRATE ARTS
& CULTURE**

**MORE SHOPS &
RESTAURANTS**

YOUTH ACTIVITIES

Paseos

Traffic Calming

**IMPROVED
SIDEWALKS &
WALKABILITY**

Outdoor Dining

IDENTITY

Safety

Bike lanes

**Connect
parking lots**

Roundabouts

Design Guidelines

**Better transit
connections**

Mixed use housing



VISION

Create an attractive, vibrant and pedestrian-oriented mixed-use district and center of activity in which a historically rich, culturally diverse community can live, work, shop, dine, and socialize.
Campo Road serves as the heart of the District.



GUIDING PRINCIPLES



FOUR GUIDING PRINCIPLES

1

A WELCOMING PLACE FOR
EVERYONE

2

CLEAR TOOLS FOR INVESTMENT
& REVITALIZATION

3

DIVERSITY OF LAND USE &
BUSINESS

4

TRANSFORM CAMPO ROAD



GUIDING PRINCIPLE 1

A WELCOMING PLACE FOR EVERYONE

The Campo Road Corridor must be inviting and welcoming to all residents, employees and visitors.

Create unique and special **gateways and streetscapes** that generate positive expressions of Casa de Oro.

Encourage a community **gathering space** and other small public spaces as amenities.

Incorporate the wealth of **local arts and culture** into the community.



DESIGN CEREMONIAL ENTRANCES & GATEWAYS

At either end of the District, ceremonial entrances signify the boundaries and slow traffic



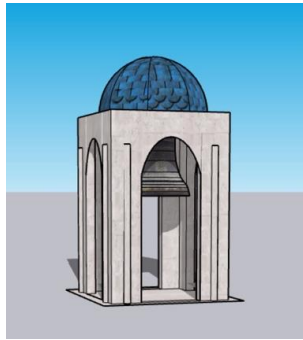
Ceremonial entrance to the Downtown District

Ceremonial entrance to the Downtown District



ENHANCE IDENTITY THROUGH PUBLIC ART & STREETSCAPES

- Capture the context of Santa Sophia



CELEBRATE LOCAL ARTS & CULTURE



The District is supportive of art installations, community events and entertainment

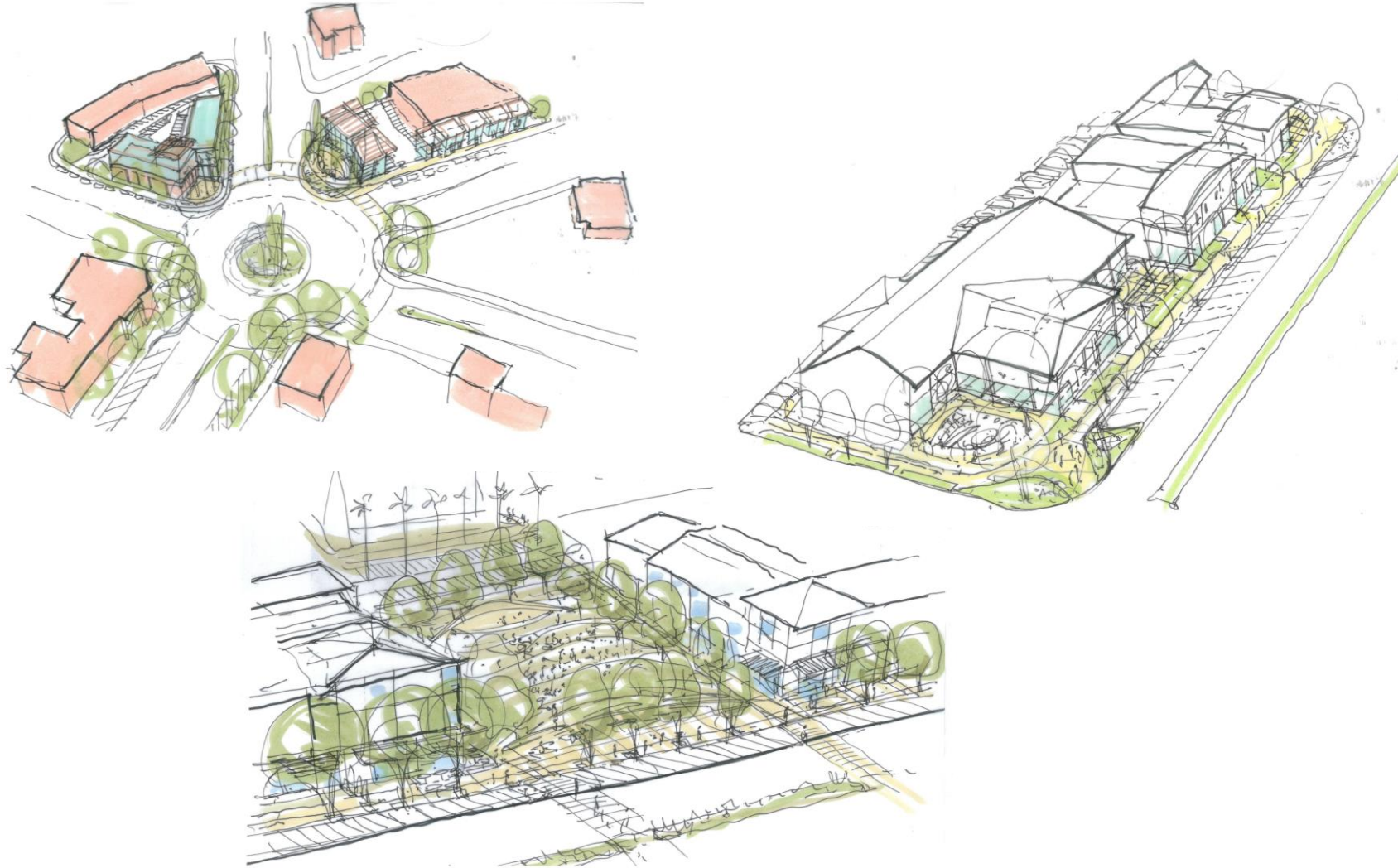
INCORPORATE TREES & LANDSCAPING

Urban Forestry and Streetscaping

- Provide shade to reduce urban heat island effect and improve comfort of visitors
- Plants will improve stormwater runoff and aesthetics



INTEGRATE SMALL & LARGE COMMUNITY SPACES



*A green community commons as a social amenity at the heart of the District,
along with other spaces to gather, relax, and celebrate*



GUIDING PRINCIPLE 2

CLEAR TOOLS FOR INVESTMENT & REVITALIZATION

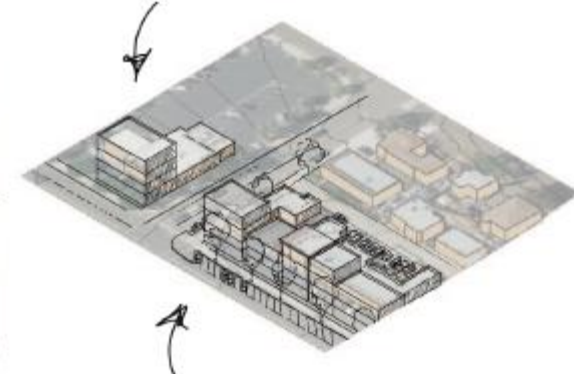
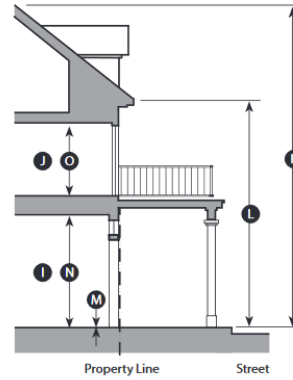
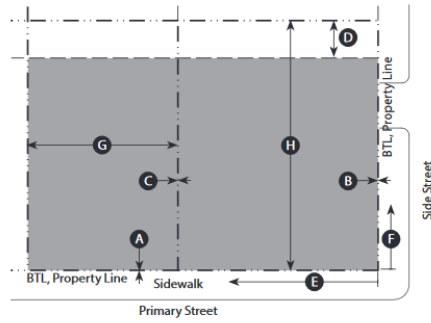
It needs to be easy and straightforward for property owners, business owners, and developers to improve and revitalize the District.

Revise and **develop flexible development standards** that reflect community goals and design preferences and that facilitate normal cycles of investment, improvement and revitalization for all types of properties.

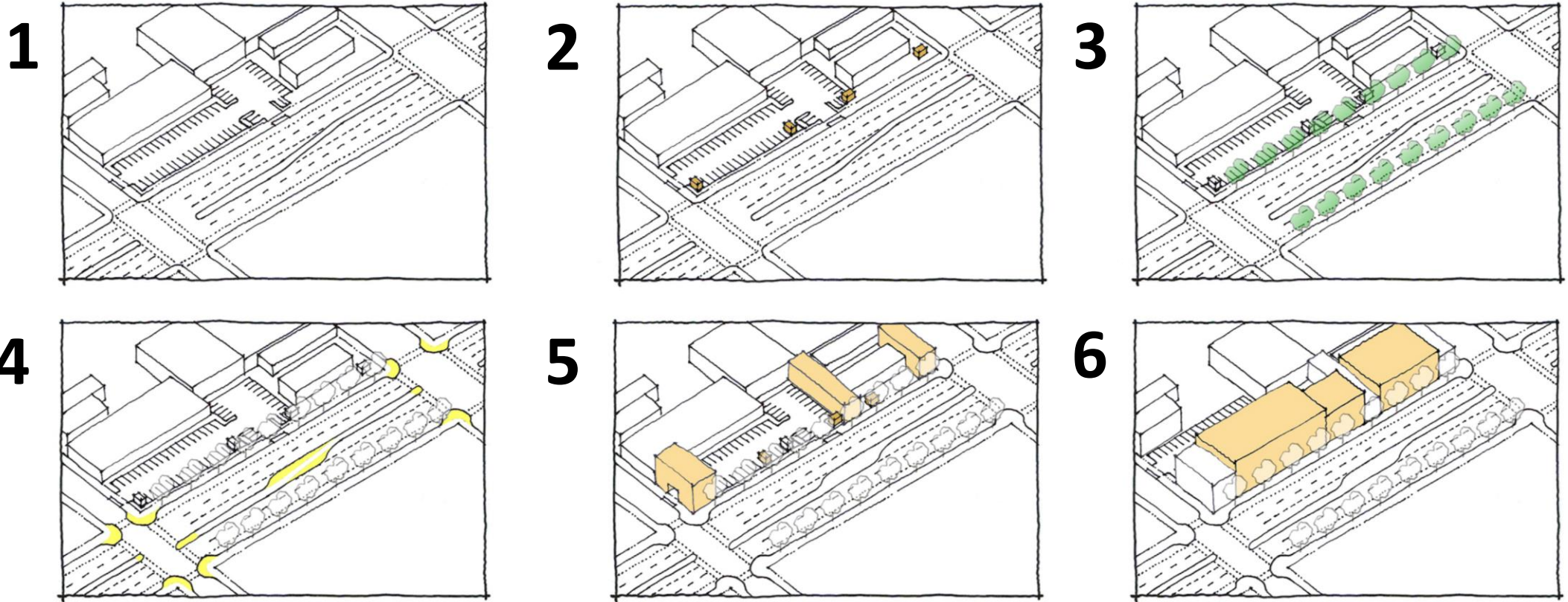


ESTABLISH APPROPRIATE REGULATIONS & GUIDANCE

- Design Guidelines
- Form Based Code
- Customized standards based on existing block type and location



INCREMENTAL IMPROVEMENTS



Revitalization evolves slowly over time



GUIDING PRINCIPLE 3

DIVERSITY OF LAND USE & BUSINESS

The Campo Road Corridor will benefit from a diversity of businesses and uses.

Allow and encourage a **mix of land uses** and businesses in the District that attract a variety of visitors and users.

Encourage **housing** as a primary use to provide all-day activation and vibrancy.



INTEGRATE NEW SHOPS, RETAIL & RESIDENTIAL



BUSINESS RETENTION & RECRUITMENT

- New business attraction
- Small business assistance
- Promotion and marketing
- Organization and structure



GUIDING PRINCIPLE 4

TRANSFORM CAMPO ROAD

Campo Road becomes the primary feature that unifies and connects the community, and creates **safe, vibrant spaces** for social interaction, mobility, and a sense of community. Campo Road features strong **vehicular, pedestrian and visual connectivity** for safe, efficient and comfortable movement for all modes, ages and abilities. The District utilizes a coordinated **parking strategy** that provides adequate supply, maximizes efficiency, convenience, and flexibility, and supports existing businesses and future growth.



CAMPO ROAD TREATMENT OPTIONS

Safe
Pedestrian
Crossings

Improved
Bicycle Safety

Expanded
Sidewalks

Reconfigured
Intersections

Coordinated
Parking
Strategy



SAFER PEDESTRIAN CROSSINGS

Possible Treatments

- Bulb-outs/
shorter distances
- Mid-block
crossings
- Enhanced
and controlled
crosswalks
- Raised medians



Make it easier and safer to cross Campo Road!



SAFER PEDESTRIAN CROSSINGS

Bulb-Outs/Shorter Distances

- Curb extensions at intersection – tightens curve so turning vehicles slow down
- Mid-block – narrows roadway to reduce speeds
- Both shorten crossing distance for pedestrians
- Both help make pedestrians and drivers more visible to each other



Curb Extensions at Intersection



Mid-Block Curb Extensions



IMPROVED BICYCLE SAFETY

Possible Treatments

- Buffered bike lanes (physical barrier between cars and cyclists)
- Protected intersections: Cyclists are protected from turning vehicles
- Cycle tracks: Separate path for cyclists and cars



EXPANDED SIDEWALKS

Results

- For gathering areas
- For shorter crossing distances
- For street furnishings
- For traffic calming
- Most of all, *for people*

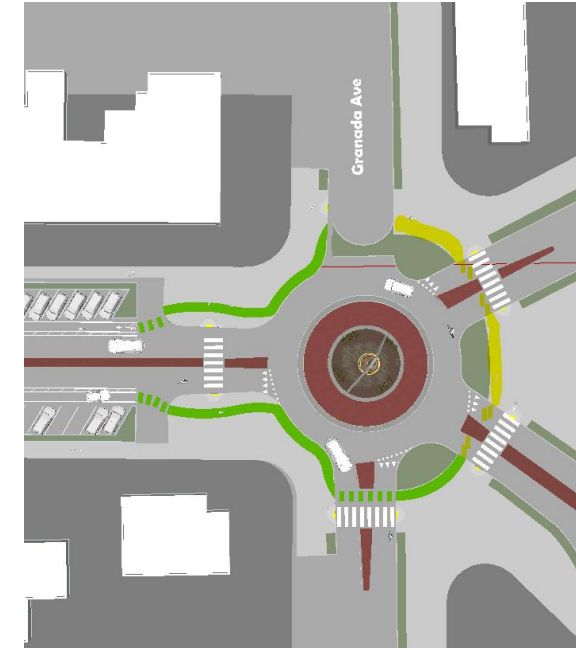
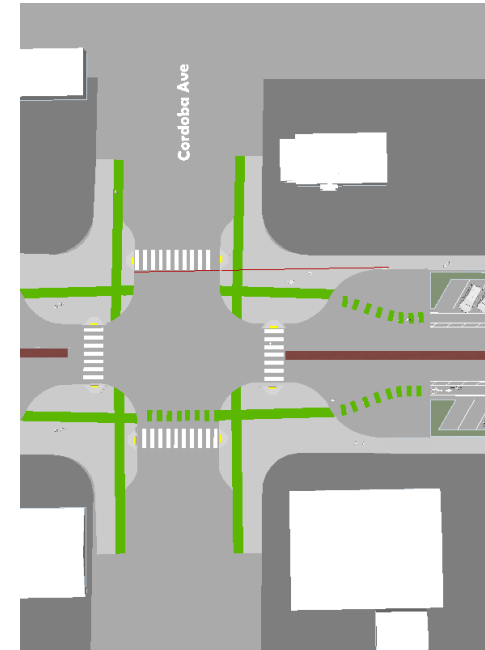
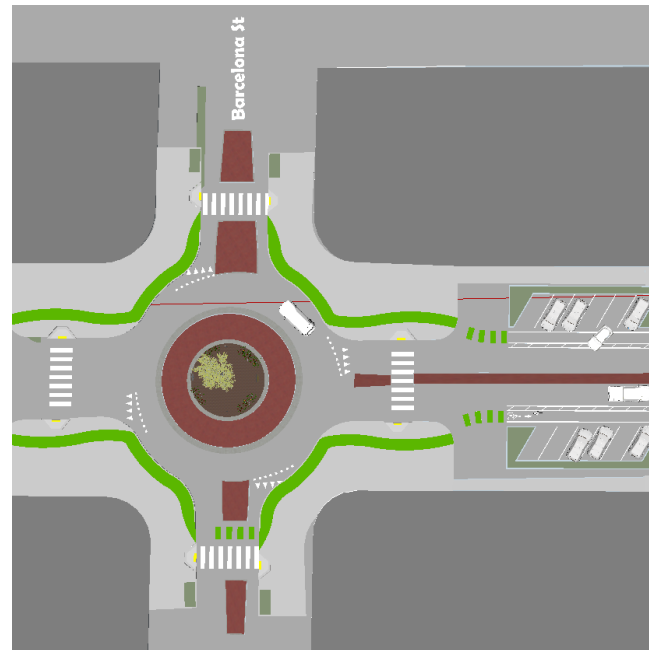


RECONFIGURED INTERSECTIONS

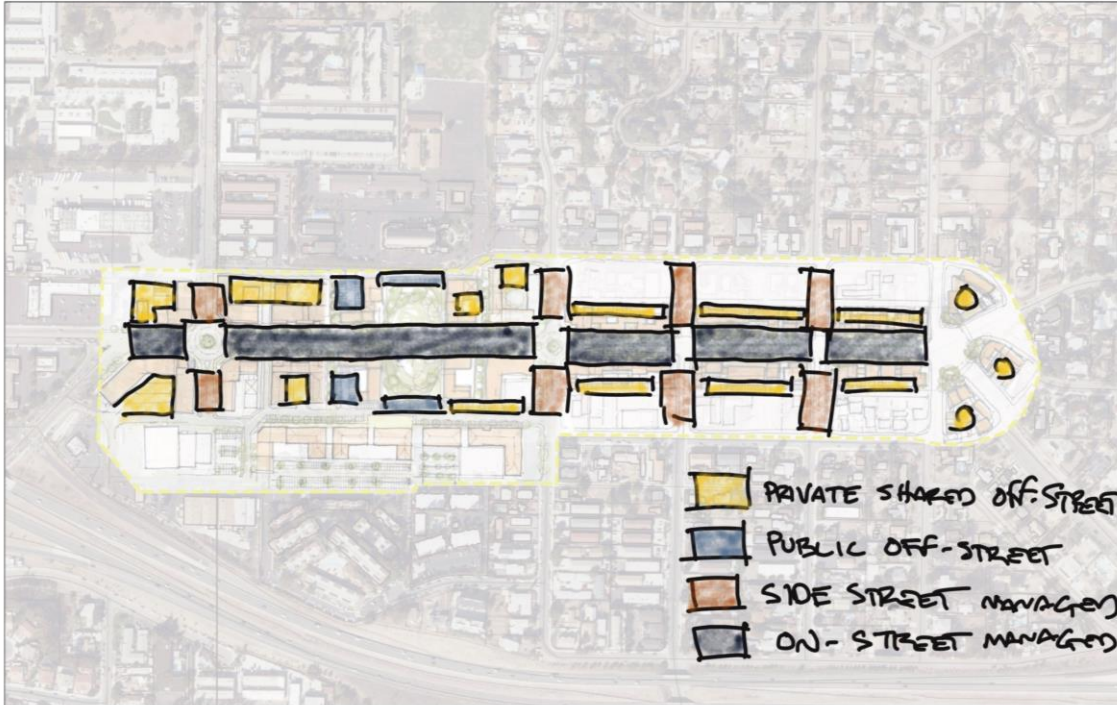
Reconfigure intersections to prioritize safety, mobility and connections

Options:

- Single lane roundabouts with diverters
- Signalized intersections
- Traffic calming features



COORDINATED PARKING STRATEGY



Parking is concentrated, at the rear of properties, tucked under where possible



PROJECT IMPLEMENTATION CONSIDERATIONS

- Long term plan for the corridor
- Not included in existing capital budgets
- Will require a combination of financing mechanisms, including:
 - Frontage improvements associated with discretionary project applications
 - Grants – federal, state, and other
 - Potential options for local contributions (assessment districts)
- Additional details on implementation options will be presented at future Workshops



POSSIBLE IMPROVEMENTS

**Which of the following were you
most excited to hear about and
visualize? (choose up to 3)**

- A. Gateways & streetscape
- B. Trees & landscaping
- C. Arts & culture
- D. Community gathering spaces
- E. Regulations & guidelines
- F. Mix of land uses/housing
- G. Sidewalk facilities
- H. Safer street crossings
- I. Bike facilities
- J. Coordinated parking strategy

QUESTIONS AND COMMENTS



LOGISTICS



To ask a question verbally during dedicated discussion periods, please use the “Raise Hand” button.



For those who called in using a phone, **dial *9** to raise your hand. **Dial *6** to unmute your phone when called upon.



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NEXT STEPS



NEXT STEPS



Plan
Development

Alternatives
& Visual
Preference
Survey

Public
Review
Draft Plan

Community
Workshop:
Draft Plan



ADDITIONAL COMMENTS

- This presentation has been recorded and will be posted for additional review via the project website:
 - <https://www.sandiegocounty.gov/content/sdc/pds/advance/CasadeOroRevitalizationPlan.html>
- Please provide additional comments to Josh Menvielle via email to: joshua.menvielle@sdcounty.ca.gov
- Go to the Post Workshop Comment Form on the website



THANK YOU!

